

DPAC in the News

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With the year-end holiday rush upon us, we wanted to share some exciting updates this month to get everyone rejuvenated about DPAC for 2008!

At our October meeting, DPAC members requested clarification of DPAC's mission and information on what we can do together to make a bigger impact in Michigan. In this issue you will find workgroup and member updates, a Spotlight interview with one of our members working in the community, and important dates to remember. Wishing you peace, joy, and the spirit of the season. See you in the New Year!

*Art, Leslie, Kim, Anne, Roni, Ann, Jean, Jose, and Judith
- The Communication and Public Awareness Workgroup*

Communication and Public Awareness

DPAC tagline development: In an effort to support the Board's decision to develop a "tagline" for DPAC, members of the team met with a marketing consultant in November to work through the creative process. Results and recommendations will be presented at the next Board meeting in January.

National Kidney Foundation awarded federal grant for evidence-based program called *Healthy Communities Start with You*. The program provides the skills and tools needed to promote excellence in patient care and improve health outcomes in under-served ethnic minority populations. Detailed press release on DPAC website.

Advocacy and Policy

Self-Management Training Programs

Approximately 50 health provider organizations in the state were asked to publish an article in their member newsletters on DSMT. A 2008 project will identify and report on successful "models for diabetes care." Model measures could include quality, outcomes, patient satisfaction, cost effectiveness and overall excellence. If other DPAC members would like to submit ideas, please send them to Joe Marchant joseph.x.marchant@gsk.com.



**2008 Diabetes and Kidney Advocacy
Day will be in Lansing on April 16.**

SAVE THE DATE!

**Next Full Member Meeting—May 22, 2008 Kellogg
Center.**



SPOTLIGHT INTERVIEW

DPAC member Lisa Braddix is a Community Health Promoter, St. Joseph Mercy Oakland Hospital, who graduated from OSU and has a graduate degree from the University of Michigan in Public Health. Lisa started her career with St. Joseph after graduation in January 2007 to support the newly created Community Health Promoters Department. Following are excerpts from the interview. The entire content is posted on DPAC website.

What does a Community Health Worker do?

LB: "The general role of a CHW is to act as a liaison between the healthcare professionals/hospital and the public. We provide patients with a contact to translate the often confusing or intimidating healthcare system, as well as serve as a voice of the communities we touch. We hope to surface issues in the communities to those who can influence change."

Is that what you do at St. Joseph Mercy?

LB: "Yes and no. At St. Joseph Mercy we take it a step further, and try to close the access gaps for individuals needing healthcare. We go out into the communities and provide screenings (blood pressure, blood glucose), targeting hypertension and diabetes."

Who are you currently targeting for support?

LB: "We are focused in Pontiac on reaching African American and Hispanic adults who are low income, uninsured, or lacking appropriate coverage for care."

What is most rewarding about your job as a Community Health Promoter?

LB: "I have the chance to meet many people and it's great to have an instant impact on their lives. Many times the people we work with feel like they have been forgotten by society. Our follow-up phone calls make them feel special and important!"

GREAT NEWS... The six Diabetes Outreach Networks (ECDON, SEMDON, SODON, TENDON, TIPDON and UPDON) have been funded for FY 07-08. The National Kidney Foundation of Michigan is now coordinating efforts for ECDON, SEMDON and TENDON. For more details, see www.diabetesinmichigan.org.

